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### **TASA Officers and Executive Committee**



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Past President
Clear Creek ISD



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**Jodi Duron** Regional Rep (13) Elgin ISD



**David Young** Regional Rep (14) Abilene ISD



Joe Young Regional Rep (15) Brownwood ISD



Donna Hale Regional Rep (16) Miami ISD



**Keith Bryant** Regional Rep (17) Lubbock-Cooper ISD



Ariel Elliott Regional Rep (18) Greenwood ISD



**Jeannie Meza-Chavez Regional Rep (19)** San Elizario ISD



Michelle Carroll Smith Regional Rep (20) Lytle ISD



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Priscilla Canales At-Large Weslaco ISD



**LaTonya M. Goffney At-Large** Aldine ISD



Walter Jackson At-Large La Porte ISD



**Jodi Duron** Legislative Chair Elgin ISD



**Kevin Brown**Executive Director
TASA

## TASA proudly endorses











### **TASB Officers and Board of Directors**



Lee Lentz-Edwards President Kermit ISD



Jim Rice President-Elect Fort Bend ISD



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Debbie Gillespie Second Vice-President, TASB Region 10A Frisco ISD



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**Rose Avalos** TASB Region 4H\* Aldine ISD



Kamlesh Bhikha **ESC Region 2 ESC** Representative (voting ex officio)



Steve Brown TASB Region 18 Ector County ISD



Kevin Carbó **TASB Region 10D** Mesquite ISD



Yolanda Cuellar TASB Region 1B South Texas ISD



**Thomas Darden TASB Region 8** Cooper ISD



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**Tony Hopkins TASB Region 4C** Friendswood ISD



Sandy Hughey TASB Region 20E\* North East ISD



**Bill Lacy** TASB Region 4E\* Katy ISD



**Mark Lukert** TASB Region 9 Wichita Falls ISD



Jayme Mathias TASB Region 13A\* Austin ISD



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Dan Micciche TASB Region 10C\*



Vernagene Mott TASB Region 13C Pflugerville ISD



Patricia O'Caña-Olivarez Nicholas Phillips TASB Region 1A Mission CISD



**TASB Region 5** Nederland ISD

#### **TASB Officers and Board of Directors**



Jacinto "Cinto" Ramos TASB Region 11B\* Fort Worth ISD



Page Rander TASB Region 4B Clear Creek ISD



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Armando Rodriguez TASB Region 19 Canutillo ISD



Rolinda Schmidt TASB Region 20A Kerrville ISD



Cindy Spanel
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Mildred Watkins TASB Region 12 La Vega ISD



Greg Welch TASB Region 14 Clyde CISD



Robert Westbrook TASB Region 20D Schertz-Cibolo-Universal City ISD



James B. Crow Executive Director TASB

\* Denotes Large District

## 2020 TASB Pelegate ASSEMBLY OCTOBER 3, 2 P.M. • VIRTUAL

#### WHAT YOU NEED TO KNOW

Final registration deadline: October 1 at 2 p.m.
Delegates and alternates must be registered by this date to receive all the necessary electronic access information for the meeting. Register at **delegate.tasb.org**.

#### **DELEGATE ASSEMBLY HUB**

The Delegate Assembly Hub in the TASB Member Center provides registered delegates and alternates all the resources they need for the virtual meeting. Access this resource at **tasb.org/delegate-hub**. (Non-delegates and non-alternates can access the *Delegate Handbook* and Nominations Committee Report at **delegate.tasb.org**.)

#### **WATCH THE ASSEMBLY**

Delegates and alternates will receive unique access links to the Assembly meeting platform, but others are invited to watch the livestream through the TASA I TASB Convention **platform**.

#### **FEATURED SPEAKER: DAN HUBERTY**

Representative and House Public Education Committee Chair Dan Huberty is this year's featured speaker. As a former school trustee and experienced legislator, his unique insight will provide a glimpse of what to expect during the upcoming legislative session.

Questions? Contact TASB staff at membercommunications@tasb.org.



## TRAINING CREDIT

### CONTINUING EDUCATION CREDIT (CEC) FOR SCHOOL BOARDS MEMBERS

Credit offered for training during Convention will qualify for additional continuing education/Tier 3. New school board members are required to earn at least 10 hours their first year. Experienced board members must complete a minimum of 5 hours each year.

Governance for Improved Student Learning (EISO/SB 1566) will be offered in Bonus Content that will be available beginning Thursday, October 1, at 5 p.m. through November 1 and will satisfy the biennial requirement for training on student achievement and accountability.

The Child Advocacy Center (CAC) will present a session on Recognizing and Reporting Child Abuse in Texas Schools on Thursday, October 1, at 9:30 a.m. This session will satisfy the 1 hour of training now required by Texas Education Code 11.159.

TASA | TASB endorses no speaker, exhibitor, sponsor, attendee, or other participant in Convention by virtue of their participation.

#### REPORT CREDIT ELECTRONICALLY

#### **Board Members**

Visit the Member Center at <u>tasb.org/trustees</u> and log in using your myTASB credentials.

#### **Superintendents**

Go to <u>cecm.tasb.org</u> and log in using your myTASB credentials.

#### **Board Members and Superintendents**

- Enter credit numbers immediately or up to 24 hours after the event concludes.
- Credits show up immediately.
- View your full credit history at any time.

• • • •

## CONTINUING PROFESSIONAL EDUCATION (CPE) FOR SUPERINTENDENTS AND ADMINISTRATORS

Renewal standards adopted by SBEC require all certified educators to complete appropriate continuing professional education clock hours. The form to record keeping of CPE credit is available to download from the Convention website. The form will contain more information about SBEC certification rules. Questions about CPE should be directed to TASA staff in the Info Booth on the Lobby page.

## **LEARN YOUR WAY**

tx**EDCON2020** offers a variety of learning experiences along with intentional breaks for attendees to recharge.

More than 50 **Concurrent Sessions** are being offered during our live event. Credit awarded for watching sessions on demand may be less than 1 hour. This is due to the fact that the added live Q&A made the live sessions longer.

We're partnering with Thoughtexchange to develop our **Crowd-Sourced Sessions** on Friday morning. The tool will be open for input beginning Wednesday evening through Thursday afternoon at 4 p.m. Topics will be announced Thursday at 5 p.m. for our sessions on Friday at 9:30 a.m. Participants will receive 45 minutes of credit for each session attended.

There will be several opportunities for participants to share their successes and challenges related to the pandemic, social justice reform, and improved equity during scheduled **Networking** sessions on Wednesday and Thursday. These will be opportunities for board members and district leaders to share stories, problem solve, and discuss the issues that are most timely for their communities.

**Bonus Content** will be available on demand beginning Thursday at 5 p.m. for attendees

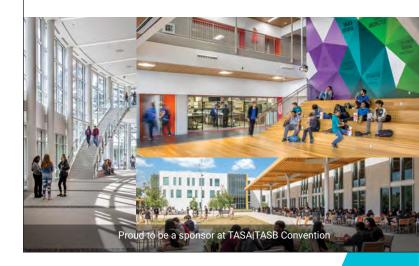
wanting to enrich their learning experience and extend their conference training. Participants will earn .5 to 1 hour of credit for each session attended.

All content will be available for 30 days after the live event concludes.



**Stantec** 

of our communities. Whether around the corner or across the globe, they provide a foundation, a sense of place and of BELONGING.



## EXHIBIT HALL

Prize drawings will be awarded for visiting the Exhibit Hall, and multiple vendors will be giving out prizes in their booths. Are you collecting points for **Gamification**? Visit the Exhibit Hall to rack up points and see your name on the Leaderboard. Join colleagues virtually to contribute to the second annual **Community Service Center** project. This is your opportunity to help those in need.

#### • EXHIBIT HALL HOURS

#### Wednesday, September 30

3-3:45 p.m. Exhibit Hall Grand Opening 3-5 p.m. Exhibit Hall Activities

#### Thursday, October 1

9 a.m.-3 p.m. Exhibit Hall Activities

Noon-1:20 p.m. Dedicated Exhibit Hall Activities

2:30-2:45 p.m. Dedicated Exhibit Hall Activities

#### Friday, October 2

8-11 a.m. Exhibit Hall Activities

10:15-11 a.m. Exhibit Hall Closing

#### **ACTIVITIES IN THE HALL**

#### Community Service Lounge

Back by popular demand, the Service Center is your opportunity to pitch in virtually by creating hunger and hygiene kits to be donated to **Hope Supply Co**.

#### Exhibit of School Architecture

Check out the school architecture digital resource, showcasing the latest in facility design for optimized student learning.

#### Gamification

Win prizes not only for Gamification but for just visiting booths in the Exhibit Hall, chatting with vendors, and downloading documents.

#### Prize Drawing Central

Stop by this booth during the dedicated times for prize winner announcements.

#### Products and Services Showcase

Check out the digital booths and learn about the newest education-related products and services.

#### • State and National Associations

Learn more about your organizations.
Staff from the AASA–The School
Superintendents Association, National
School Boards Association, Texas
Association of School Administrators, and
Texas Association of School Boards will be
on hand to visit. Stop by and say hello!





## Join us for the second annual Community Service Project!

Lend a helping hand in assembling Hunger Kits and Hygiene Kits to support students in need. Visit the Community Service Center booth on the Exhibit Hall tab to help build the kits through the virtual warehouse.

Donations will be given to Hope Supply Co. The organization was founded in 1989 as The Hope Foundation for the Homeless, serving as a clearinghouse of donated resources. In the early 1990s, mothers with babies and children became the fastest growing segment of the homeless population. Hope focuses on meeting the needs of the most vulnerable in our community—homeless and at-risk children. Visit <a href="https://document.needs.org">hopesupplyco.org</a> for more information on Hope Supply Co.

Special thanks to our sponsors









# EARN POINTS AND WIN PRIZES WITH GAMIFICATION

Partake in a little healthy competition as you visit the different areas of txEDCON2020, including general sessions, breakout sessions, networking, and workshop sessions! Points will be given to those who enter the Exhibit Hall and interact with exhibitors. May the most diligent attendee win!

The Leaderboard is automatically filled in as attendees earn points throughout txEDCON2020 and everyone can view the Leaderboard by accessing the Lobby area at any time!

#### **WAYS TO WIN!**

#### 1. Visit Booths

Attendees who visit exhibit booths located in the **Exhibit Hall** will automatically be entered into giveaway.

#### 2. Lobby Games

Attendees who participate in Lobby games posted in the Lobby feed and follow instructions will be entered into the giveaways.

#### 3. Community Service Lounge

Attendees who participate in Community Service Project will automatically be entered into giveaways.

#### 4. Grand Prize Drawing

All registered attendees will be automatically entered into giveaway.

#### 5. Lobby Leaderboard

Attendees who participate in the txEDCON2020 Gamification will automatically be entered into the giveaway. Here are the rules for the game:

#### **GAMIFICATION POINT RULES**



#### **VISITING**

- Gain 5 points by entering a session.
- Must stay in the session for at least 20 seconds for points to apply.



#### **ACTIVITY**

- Gain 1 point by entering a session.
- No minimum time required to be in a session to gain this point.



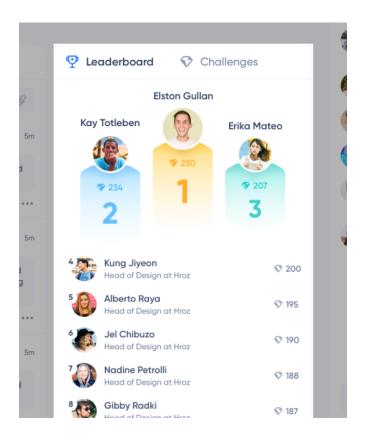
#### **DOWNLOADING**

- Gain 5 points per download.
- Download exhibitor's documents.



#### **CHAT**

- Send a message in the exhibitor's chat.
- Send a direct message to one of the exhibitor's staff members.



#### PRIZE DRAWING CENTRAL BOOTH TIMES



## **SCHEDULE OF EVENTS**

#### Wednesday, September 30

**Exhibit Hall Grand Opening** 3-3:45 p.m.

3-5 p.m. Exhibit Hall Open

3:45-4 p.m. **Opening Remarks** 

4-5 p.m. Superintendent Panel Discussion

Intermission 5-5:15 p.m.

Texas Teacher of the Year Award (TOY) Announcement 5:15 p.m.

5:30-6:30 p.m. **Board Member Panel Discussion** 

6:30-7:30 p.m. **Networking** 

#### **Thursday, October 1**

**Kermit ISD Student Performance** 8-8:30 a.m.

Introduction: TASB President Lee Lentz-Edwards

**Opening General Session: Shawn Achor** 8:30-9:15 a.m.

9 a.m-3 p.m. **Exhibit Hall Open** 

Intermission 9:15-9:30 a.m.

**Concurrent Sessions** 9:30-10:20 a.m.

10:30-11:20 a.m. Concurrent Sessions

**Northside ISD Student Performance** 11:30 a.m.-noon

Introduction: TASA President Brian T. Woods

#### **SCHEDULE OF EVENTS**

#### Thursday, October 1 (continued)

Noon-1:20 p.m. **Dedicated Exhibit Hall Activities** 

1:20 p.m. Texas School Public Relations Association (TSPRA)

**Key Communicator Award Recognition** 

1:30-2:20 p.m. Concurrent Sessions

2:30-2:45 p.m. **Dedicated Exhibit Hall Activities** 

2:45-3:35 p.m. Concurrent Sessions

3:45 p.m. Superintendent of the Year (SOTY)

**Award Announcement** 

4-4:45 p.m. Commissioner Mike Morath

4:45-5:45 p.m. Networking

5 p.m. Bonus Content and On-Demand

**Live Content Released** 

#### Friday, October 2

8-8:50 a.m. Concurrent Sessions

8-11 a.m. Exhibit Hall Open

9 a.m. Outstanding School Board Award Announcement

9:15-9:30 a.m. **Intermission** 

9:30-10:15 a.m. Crowd-Sourced Facilitated Sessions

10:15-11 a.m. Exhibit Hall Closing

11 a.m.-noon Closing General Session: Cynthia Marshall



## WEDNESDAY, SEPTEMBER 30 ACTIVITIES

3-3:45 p.m. Exhibit Hall Grand Opening

3-5 p.m. Exhibit Hall Open

3:45-4 p.m. Opening Remarks

4-5 p.m. Superintendent Panel Discussion

5-5:15 p.m. Intermission

5:15 p.m. Texas Teacher of the Year Award (TOY) Announcement

5:30-6:30 p.m. Board Member Panel Discussion

6:30-7:30 p.m. Networking

#### **NETWORKING OPPORTUNITIES**

Both Focused and Open networking options will be offered Wednesday, 6:30–7:30 p.m. Only Open Networking will be available Thursday, 4:45-5:45 p.m.

#### **Focused Networking**

Join focused networking sessions with a live facilitator. Participate in one or wonder around between the topics:

- Equity and Social Justice: Phil Gore, TASB Board Development Services
- Leadership during Crisis: Orin Moore, TASB Board Development Services
- A Discussion for Board Officers: David Koempel, TASB Board Development Services

#### **Open Networking**

Network by the size of your district and choose one or both topics below:

• XS Districts: < 500

Small Districts: 501–1,500
Medium Districts: 1,501–3,500
Large Districts: 3,501–10,000

• Large Urban Districts: > 10,000

#### 1. Instructional Focus:

Network with administrators and board members from districts navigating this new frontier in student learning. Share successes and challenges from your district's plan to reopen and provide high-quality instruction across grade levels, economic lines, and campus boundaries. Remember the great discussions you had with colleagues at in-person events between sessions? This is the place to share how you are meeting the academic and social emotional learning needs of students!

#### 2. Operations Focus:

Join leadership teams from districts of similar size and organization structure. Share solutions and lessons your district has gained during the pandemic in dealing with human resources, transportation, facilities, funding, transportation, safety, and more during a pandemic that disrupted the way schools meet student needs across the state. Connect with colleagues to share your perspective; there's power in innovating together!



Texas Teacher of the Year is the highest honor that the State of Texas can bestow upon a teacher. Facilitated by TASA since 2011, the program recognizes and rewards teachers who have demonstrated outstanding leadership and excellence in teaching. On Wednesday evening during the TASA | TASB Convention, the 2021 Texas Elementary and Secondary Teachers of the Year will be announced, following recognition of the six finalists and 34 semifinalists (the Regional Teachers of the Year). Join us for this exciting announcement!

#### **Finalists**

#### **Elementary Finalists 1**



Dallas ISD, Region 10



**Alexis Miller** Lewisville ISD, Region 11



Lisa Barry Alamo Heights ISD, Region 20

#### **Secondary Finalists**



Ida Cisneros Frenship ISD, Region 17



Anthony Lopez-Waste Canutillo ISD, Region 19



Adriana Abundis San Antonio ISD, Region 20

#### Semifinalists (Regional Teachers of the Year)

Elementary: Carlina Capelo-Pichardo, La Joya ISD Secondary: Michele Galvan, Sharyland ISD

Elementary: Roxie Yebra, Gregory-Portland ISD Secondary: Allison Wilburn, Beeville ISD

Elementary: Tammy Reyes, Victoria ISD Secondary: Cheryl Clark, Victoria ISD

Elementary: Yvonne Lopez Taylor, Aldine ISD Secondary: Janet Menzie, Fort Bend ISD

Elementary: Skylar Slaughter, Port Arthur ISD Secondary: Bill Williamson, Nederland ISD

#### Region 6

Elementary: Cindy Siple, Montgomery ISD Secondary: Hanna Hollohazy, New Caney ISD

Elementary: Sarah Nixon, Hallsville ISD Secondary: Johna Tritt, Kilgore ISD

#### Region 8

Elementary: Christy McCarter, Texarkana ISD Secondary: Shelley Bloomer, Harts Bluff ISD

Elementary: Hayley Bishop, Nocona ISD Secondary: Sarah Kidd, Graham ISD

#### Region 10

Elementary: Eric Hale, Dallas ISD Secondary: Helen Arceneaux, Richardson ISD

#### Region 11

Elementary: Alexis Miller, Lewisville ISD Secondary: Lisa Day, Northwest ISD

Elementary: Laurie Sims, Temple ISD Secondary: Misty Thomas, Copperas Cove ISD

Elementary: Caitlin Lowery, Manor ISD Secondary: Paul Davies, Manor ISD

Elementary: Chelsea Rico, Abilene ISD Secondary: Jimmy Pogue, Abilene ISD

#### Region 15

Elementary: Idalia Castellanos, SFDRCISD Secondary: Allison Peterson, San Angelo ISD

#### Region 16

Elementary: Lori Garrett, Dumas ISD Secondary: Katherine George, Spearman ISD

Elementary: Haley Kirk, Frenship ISD Secondary: Ida Cisneros, Frenship ISD

Elementary: Maureen Gapac, Pecos-Barstow-Toyah ISD Secondary: Amanda Bolanos, Alpine ISD

Elementary: Pedro Gurrola, Socorro ISD Secondary: Anthony Lopez-Waste, Canutillo ISD

#### Region 20

Elementary: Lisa Barry, Alamo Heights ISD Secondary: Adriana Abundis, San Antonio ISD

## WEDNESDAY, SEPTEMBER 30



#### 4-5 p.m.

#### **Navigating Leadership Challenges during Unprecedented Times**

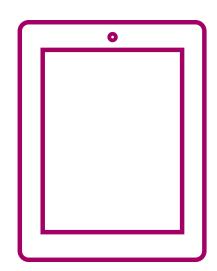
2020 has certainly tested our public education leaders, but it has also shown the crucial role schools play in the communities they serve. TASA Executive Director Kevin Brown joins a panel of Texas public school superintendents for a wide-ranging discussion about the challenges they have faced as they dealt with the fallout from a nationwide pandemic and historic civil unrest. Panel members will discuss their COVID-19 responses, trauma-informed leadership, equity and diversity issues, community outreach, remote learning, and the path to reopening schools in 2020-21.

#### **Moderator:**

Kevin Brown, TASA Executive Director

#### **Panelists:**

Charles Dupre, Superintendent, Fort Bend ISD
LaTonya Goffney, Superintendent, Aldine ISD
Roosevelt Nivens, Superintendent, Community ISD
Gonzalo Salazar, Superintendent, Los Fresnos CISD
Martha Salazar-Zamora, Superintendent, Tomball ISD
Jill Siler, Superintendent, Gunter ISD
Brian T. Woods, Superintendent, Northside ISD



#### 5:30-6:30 p.m.

## Seats at the Table: The Challenges of Overcoming Racism and Achieving Educational Equity

As a result of recent national events highlighting the need for continued advocacy on achieving racial justice in our world—and in our school districts—the Mexican American School Boards Association (MASBA) and the Texas Caucus of Black School Board Members (TCBSBM) have published Seats at the Table, a work on school board members' perspectives on race and racism. Join us for a courageous conversation on how far we've come in our lifetimes, but also on the journey that lies ahead if we are to bring equity to the educational systems we lead.

#### **On-Demand Live Content Voting**

We're partnering with Thoughtexchange to develop **Crowd-Sourced Sessions** for Friday morning. The tool will be open for input beginning Wednesday evening through Thursday afternoon at 4 p.m. Topics will be announced Thursday at 5 p.m. for our sessions on Friday at 9:30 a.m. Participants will receive 45 minutes of credit for each session attended.

O

#### Co-moderators:

**Ty G. Jones**, Trustee, Lancaster ISD, and President, Texas Caucus of Black School Board Members; **Jacinto "Cinto" Ramos**, **Jr.**, Trustee, Fort Worth ISD; President, Mexican American School Boards Association; and Chair, NSBA Council of Urban Boards of Education

#### **Panelists:**

Anna Chavez, Executive Director, National School Boards Association (Arlington, Virginia); Lindsay Love, Trustee, Chandler Unified School District (Chandler, Arizona); Joyce Morley, Trustee, DeKalb County School District (Stone Mountain, Georgia); Jorge Pacheco, Jr., Trustee, Oak Grove Unified School District (San Jose, California)



























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## THURSDAY, OCTOBER 1 ACTIVITIES

8-8:30 a.m. Kermit ISD Student Performance

**Introduction: TASB President Lee Lentz-Edwards** 

8:30-9:15 a.m. Opening General Session: Shawn Achor

9 a.m-3 p.m. Exhibit Hall Open

9:15-9:30 a.m. **Intermission** 

9:30-10:20 a.m. Concurrent Sessions

10:30-11:20 a.m. Concurrent Sessions

11:30 a.m.-noon Northside ISD Student Performance

**Introduction: TASA President Brian T. Woods** 

Noon-1:20 p.m. **Dedicated Exhibit Hall Activities** 

1:20 p.m. Texas School Public Relations Association (TSPRA)

**Key Communicator Award Recognition** 

1:30-2:20 p.m. Concurrent Sessions

2:30-2:45 p.m. **Dedicated Exhibit Hall Activities** 

2:45-3:35 p.m. Concurrent Sessions

3:45 p.m. Superintendent of the Year (SOTY) Award Announcement

4-4:45 p.m. Commissioner Mike Morath

4:45-5:45 p.m. Networking

5 p.m. Bonus Content and On-Demand Live Content Released

## Leadership through Challenging Times

The TASB presidential term is normally distinguished by a hectic calendar of travel, presiding over the meetings of a 42-member Board of Directors, providing welcome speeches at gatherings of thousands of locally elected trustees, and personal interactions with a wide array of elected officials and other leaders at the state and national level.

For Lee Lentz-Edwards, a trustee on the Kermit ISD School Board, her presidential year has been anything but normal. Instead, she has been called to lead through a time of tremendous uncertainty for Texas public schools and the students they serve.

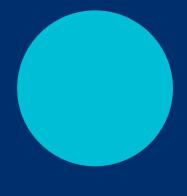
But her indomitable, can-do spirit has seen her through circumstances that would have baffled anyone else. She has provided a calm, guiding force for those around her, leading the way for her local board and for the TASB Board and staff. She has found ways to carry on, accomplishing her responsibilities with fearlessness and grace.

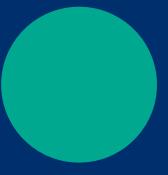
When the TASB summer board meetings were changed to virtual events, she suggested the theme, Turning Lemons to Lemonade and found ways to interject fun and a light-hearted approach to what might have otherwise been a disappointing time for the participants. Her determination to serve well regardless of the impediments inspired all around her. We are thankful that we had Lee as our president during 2020. She made all the difference!





Lee Lentz-Edwards
TASB President







## THURSDAY, OCTOBER 1

0

8-8:30 a.m.

Welcome:

Lee Lentz-Edwards, TASB President

**Kermit ISD Student Performance** 

in Zimbabwe, CEOs in China, doctors in Dubai, and schoolchildren in South Africa.

His research on happiness made the cover of *Harvard Business Review*, his TED talk is one of the most popular of all time with more than 22 million views, and his lecture airing on PBS has been seen by millions.

8:30-9:15 a.m.
Opening General Session:



SHAWN ACHOR,
Author/Researcher
Shawn Achor, best-selling author of The Happiness
Advantage and Big
Potential spent 12 years

at Harvard where he

delivered lectures on positive psychology in the most popular class at the university, earning him more than a dozen distinguished teaching awards.

Achor has since become one of the world's leading experts on the connection between happiness and success and has worked with more than a third of all Fortune 100 companies, including the NFL, the Pentagon, and the US Department of Treasury. He has traveled to 51 countries, speaking to farmers

9:15-9:30 a.m. Intermission



9:30-10:20 a.m.
Concurrent Sessions (Choose one.)

## A Laser Team Approach to School Improvement

Participants will hear the journey of how Abilene ISD led school improvement efforts that resulted in significant gains in one year, through the use of a Laser Team Approach that provided targeted coaching directly to teachers on high-yield best practices. This coaching approach provides intentional support to teachers that is personalized, collegial, supportive, and leads to both increases in student achievement and a high-value learner experience.

#### **Presenters:**

Dan Dukes and David Young, Administrators, Abilene ISD; Shannon Buerk and Kammi Green, engage2learn

Leadership Development

#### **COVID Cyber Crimes**

Learn about criminal cyber threats during the COVID-19 pandemic and how these risks can potentially impact Texas school districts. This session qualifies for Investment Officer Training (IOT) as provided for in the Public Funds Investment Act (PFIA).

Sponsored by Lonestar Investment Pool

#### **Presenter:**

**Brett Leatherman**, Federal Bureau of Investigation/Dallas Division

District Culture, Finance, and Operations

## **Employee Free Speech: The Evolution of a Matter of Public Concerns**

In an election year, free speech of public employees becomes even more complex. Get an overview of the standards related to free speech and practical tips to avoid constitutional issues. The session will review the most recent case law involving public employees and look forward to possible areas of evolution or liability in the law for school districts.

#### **Presenter:**

**Rebecca Bradley**, Abernathy, Roeder, Boyd & Hullett, PC

Legal and Education Policy



## Landscapes, Environments, and Ecosystems: Why Are They Digital?

Cybersecurity, accountability dashboards, online assessments, and continuity plans are looming issues that require the board's attention and understanding. In this session, we will investigate a model for framing technology conversations. What is a digital landscape, digital environment, or learning ecosystem? By learning to strategically organize discussions around the function and placement of the technology, you will be able to better understand and assess the threats and benefits at a governance level. "What is the best" will not be addressed (that is an administrative concern). How to ask the right questions and develop strategic goals involving technology will be covered.

#### **Presenter:**

Mark McCall, Trustee, Bryan ISD

Governance and Board-Superintendent Relationships

## Recognizing and Reporting Child Abuse in Texas Schools and the Role of Children's Advocacy Centers

Join us as we explore the complexities of child abuse investigations: how to recognize physical and behavioral signs of various forms of child maltreatment, the importance of developing policies and best practices for responding to and reporting abuse, and how Children's Advocacy Centers in your community can help. This session will satisfy the one-hour of training now required by Texas Education Code 11.159.

#### **Presenter:**

**Luis Acuna-Pilgrim,** Children's Advocacy Centers of Texas

Student Safety

## Student Ambassadors: Connecting with the Community through Student Engagement

Learn how a group of Student Ambassadors was created to advance the district by serving as the face of the district in Hurst-Euless-Bedford ISD. HEB ISD began this program in 2018-19 modeled after the successful Board Ambassador Academy. All details about the program, from selection, to curriculum, to duties will be shared. Student ambassadors from the inaugural class will share experiences and program successes.

#### **Presenters:**

Julie Cole, Trustee, and Deanne Hullender, Administrator, Hurst-Euless-Bedford ISD Advocacy and Community Engagement

## Student Issues 2020: Fast Times at COVID High

Public education had made an unprecedented pivot in response to the COVID-19 pandemic. Hear two experienced attorneys help districts navigate the 2020 school year. The presentation will address mask mandates, student political expression, online learning challenges, and more.

#### **Presenters:**

Jennifer Hall, Walsh Gallegos Trevino Russo & Kyle, PC; Jasmine Wrightman, TASB Legal Services

Legal and Education Policy

### Take the Wheel! Steer the Public's Conversations about Your Schools

Mount Pleasant and Beeville ISDs are driving the public conversation about their schools, and you should, too. Learn how these districts are steering their armies of staff and community ambassadors. Why? Unwarranted criticism and misinformation plague public education. It's time we all step up to defend the honor of educators by nurturing a culture of voting and by sharing the many great things educators achieve daily.

#### **Presenters:**

Judd Marshall, Superintendent, Mount Pleasant ISD; Marc Puig, Superintendent, South San Antonio ISD (formerly with Beeville ISD); Jane Braddock and Leslie Milder, Friends of Texas Public Schools

District Culture, Finance, and Operations

#### TASA Legislative Update for 87th Session

This session will provide participants with updates on the political landscape, school and state finance matters, TRS, assessment and accountability, COVID-19, and other issues related to public education.

#### **Presenters:**

Amy Beneski and Casey McCreary, TASA Governmental Relations; Colby Nichols, Underwood Law Firm

Advocacy and Community Engagement

## Thrive through the Five: Practical Truths to Powerfully Lead through Challenging Times

I absolutely LOVE my job, 95 percent of the time. Let's talk about how to tackle the five percent! This authentic and engaging session will help equip leaders to thrive through the very real and challenging parts of our work and life. Through discussion and thought activities, participants will be challenged to understand the contributing factors to challenging seasons as well learn external and internal strategies to thrive through

difficult moments.

#### **Presenters:**

Jill Siler, Superintendent, Gunter ISD Leadership Development

### Why School District Insurance Is Expensive and What to Do about It?

Texas leads the nation in hail events five out of the last six years. These conditions in Texas have made purchasing insurance challenging. But it's not just property coverage that has become challenging to purchase. Cyber and liability markets have been experiencing increased losses that cause increased costs. This session will help districts understand the underlying market conditions and how to prepare before purchasing insurance coverage.

#### **Presenter:**

Janina Flores, TASB Risk Management
District Culture, Finance and Operations

10:30-11:20 a.m.
Concurrent Sessions (Choose one.)

## CSA Spotlight Session: Can They Really Say That about Me?

In this era of social media, do school districts and school officials have any remedies when community members say negative things about them? What risks do school officials face if they try to block, hide, or respond to the community members? A panel of experienced attorneys will walk through true-to-life examples of online attacks against

districts and individuals. What are the best options for addressing online misbehavior? And what could get the district in worse trouble? State Bar approved for .75 hours of Continuing Legal Education.

#### **Presenters:**

Chris Gilbert, Thompson & Horton, LLP; Justin Graham, Attorney, Katy ISD; Jim Whitton, Brackett & Ellis, PC; Thomas Williams, Haynes and Boone, LLP

Legal and Education Policy

## **Enabling Student Agency in New Purposefully Designed Learning Spaces**

To understand how students perceive the impact of spaces in learning and how designed areas are being used by teachers, a qualitative study was conducted at a newly designed career-inspired high school. During this session, the researchers and school principal will share students' perspectives related to student agency, the value of learning, students' role in their learning, and how cognitively challenging lessons influence their engagement in learning.

#### **Presenters:**

Lizzy Asbury, TransCend4; Dalane Bouillion, VKL Architects; Lori Lambropoulos, Administrator, Houston ISD; Yanira Oliveras-Ortiz, The University of Texas at Tyler

District Culture, Finance and Operations

## HB 3: Lessons of Year One and a Look Ahead to the 87th Legislature

Moak, Casey & Associates will cover how the laws from the 86th Legislative Session have been implemented and what districts should expect from the 87th Legislative Session. They will use state- and district-level data to consider elements of school district operations and statewide policy implementation topics. They will also consider statutes and TEA rules to consider how policies have taken shape since their enactment.

#### **Presenter:**

Daniel Casey, Josh Haney, and Catherine Knepp, Moak, Casey & Associates

Legal and Education Policy

## How Public Health Can Collaborate with School Districts to Improve Academic Outcomes by Improving Health

This interactive session focuses on the link between academic achievement and the health of students; strategies to embrace the whole school, whole community, whole child model for a campus culture shift; and how districts can begin to make changes through collaboration. Hear how Harris County Public Health has collaborated with school districts in the greater Houston area to improve student health and academic achievement in the districts.

#### **Presenter:**

LaPorcha Carter, Katie Chennisi, and Gwen Sims, Harris County Public Health; Francis Nguyen, Healthy Living Matters

Advocacy and Community Engagement

## Preventing Inappropriate Employee-to-Student Relationships: Strategies for Safer Schools

Inappropriate employee-to-student relationships in Texas schools are increasingly common. It is incumbent on leaders to send a strong zero-tolerance message that









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protects students' safety, as well as the organization's standing in the community. Learn how promoting a culture of awareness and consistently enforcing boundaries can help you prevent inappropriate employee-to-student interactions that could lead to sexual misconduct.

#### **Presenter:**

Charlie Searcy, TASB Risk Management Student Safety

## Putting the Pieces Together: The Governance/Management Puzzle

Governance and management in school districts can be confusing concepts. Using actual policies, this session will walk through those concepts exploring a few issues common to school districts. The session will demonstrate the areas of management and governance at certain points in the policy life cycle through table activities and discussion.

#### **Presenter:**

Brook Stroud and Lexi O'Hair, TASB Policy Service

Governance and Board/Superintendent Relationships

## **School Safety Update: Readiness and Training and Education**

School safety is every district's first priority. Legislative mandates now require districts and charter schools to submit schools' safety data to different agencies, namely the Texas School Safety Center (TxSSC) and TEA. Learn about school safety legislation, behavior threat assessment trainings, and how TxSSC is working to support districts by emergency operation plan reviews and the new registry.

#### **Presenters:**

Celina Bley and Jeff Caldwell, Texas School Safety Center

School Safety

## The Effect of Crisis on Mindset: Train Yourself for Growth

No one has a growth mindset all the time, about everything. Each of us has triggers, such as facing a crisis with no playbook, that can push us into fixed mindset thinking. If we don't catch ourselves and figure out how to reorient our mindset, we run the risk of not learning anything from this unprecedented moment and worse, setting the wrong example for those around us. Whether dabblers or experts in the concept of growth mindset, there is always an opportunity to reflect on one's own leadership practice and close the gap between knowing and doing.

#### **Presenter:**

**Lindsay Whorton**, The Holdsworth Center *Leadership Development* 

## Turning It Around: Empowering a School Board to Be the Best

A few years ago, Fort Bend ISD was analyzed in a case study that demonstrated an example of a dysfunctional district and school board and their impact on the school district they serve. A new group of committed board members coupled with the hiring of an innovative superintendent ignited Fort Bend ISD's transformation from the "before photo" to the "after photo" of a model school district.

#### **Presenter:**

**Kristin Tassin and Jim Rice**, Trustees, Fort Bend ISD

Governance and Board/Superintendent Relationships

## Using Live District Data to Make HB 3 Decisions in the Current School Year

Use your live data to support and track enrollment, special populations, student

#### **THURSDAY, OCTOBER 1**

performance, and HR data. Learn what this means for HB 3 and see how a district can leverage disparate data bases to create a meaningful analysis that informs district administrators. Example data from Austin ISD.

#### **Presenters:**

Brenda Richmond, Administrator, Austin ISD; Zack Roden, Forcast5 Analytics

District Culture and Financial Operations

11:30-noon
Introduction:
Brian T. Woods, TASA President
Northside ISD Student Performance

Noon-1:20 p.m.

Dedicated Exhibit Hall Activities

1:20 p.m.
Texas School Public Relations
Association (TSPRA)

**Key Communicator Award Recognition** 

**Andy Welch** 

#### Welch named TSPRA 2020 Key Communicator

Former Austin ISD Communication Director and longtime education reporter Andy Welch has been named the recipient of the Key Communicator Award for 2020 by the Texas School Public Relations Association (TSPRA).

Throughout his remarkable career in communications, Welch served as a State Capitol reporter for daily newspapers and radio stations across the state, served on the staff of Texas Agriculture Commissioner Jim Hightower, promoted Texas foods, wines, and organic produce, and worked as communication director for State Comptroller John Sharp.

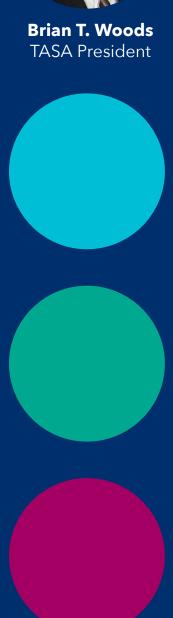
In 1998, Welch began his tenure as communication director for Austin ISD, a position he held until his retirement in 2011. As the 2013 legislative session approached, TSPRA Executive Director Linsae Snider recruited Welch to write the *EduLege* newsletter to help keep TSPRA members informed of important education-related issues. Now in his eighth year with the newsletter, Welch has produced approximately 850 editions of *EduLege*.

Since 1981, TSPRA has recognized a Key Communicator for outstanding contributions to public education through effective communications. The recipient may be a legislator, educator, or a professional in another field who has improved school communications, or a member of TSPRA who has contributed outstanding service to the profession of school communications across the state of Texas. Recipients have included leaders from business, media, PTA, politics, and education









## Leadership through Challenging Times

In normal times, Brian Woods is a superintendent's superintendent. A leader among leaders and a former Texas Superintendent of the Year, he has always been a powerful voice and force for public schools. Innovative and ethical, he is looked upon as a model school administrator and educator.

However, since taking office as TASA president this June in a time of crisis, Woods' leadership ability and influence have been revealed to be even stronger and deeper than we knew. In addition to leading Northside ISD, one of the largest districts in Texas, during the most challenging of times, he has also been involved in state-level discussions on issues affecting Texas public schools on nearly a daily basis. Always a voice of reason, wisdom, and courage, he has gone to bat for our schools in a way few others can, influencing state leaders on countless matters.

Whether Woods is being interviewed by CNN or the local media, or if he is conferring with state or national leaders, he is an ambassador for public education, always representing educators and their mission with professionalism, grace, and tireless passion.

During normal times, Woods is an outstanding leader, but during these times of crisis, his exceptional leadership has been a game changer for school districts across our state.

TASA is proud to have him at our helm for the 2020-21 school year. Thank you for all that you do, Brian!

## 1:30-2:20 p.m. Concurrent Sessions (Choose one.)

## At-Risk Students: Working Together for Their Success

This session will be a discussion and review of efforts to support at-risk students and avert potential dropouts, recover previous dropouts, and address the personal and academic needs of students. Board members (and current TASB Directors) from Katy, North East, and Valley View ISDs will discuss what is currently being done in their respective districts and will consider how recovering students can help increase graduation rates and support drop-out prevention.

#### **Presenters:**

Corinne French, Trustee, Valley View ISD; Sandy Hughey, Trustee, North East ISD; Bill Lacy, Trustee, Katy ISD

Student Support and Vulnerable Populations

#### Control Your Message: Crafting Communications about Mental Health, Safety, Wellness, and Crisis Situations

Control your message, protect your district's reputation, and improve community sentiment. Your district continues to implement programs, policies, and practices to improve safety, security, mental health, and wellness support to meet evolving demand, but how do you ensure your community remains aware, informed, and reassured? Participants will leave with knowledge to develop proactive communications strategies for a range of situations.

#### **Presenters:**

Mike Adkins, Administrator, Ector County ISD; Lindsey Campbell, The DeBerry Group Student Safety

## **CSA Spotlight Session:** Title IX Investigations

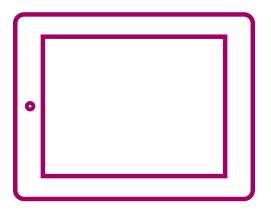
Overseeing investigations into sexual misconduct has always been challenging, but these investigations have been made more complicated by Title IX regulations that impose new rules and procedural protections for the accused. This panel of experienced school attorneys will address many practical questions including the role of administrative staff and the board, best practices, common pitfalls, when to consult outside counsel, and more. State Bar approved for .75 hours of Continuing Legal Education.

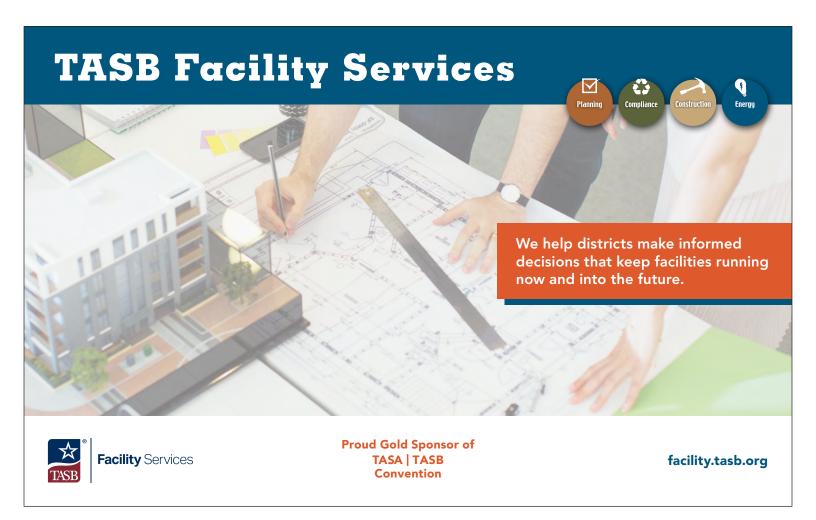
#### **Presenters:**

Holly McIntush, Thompson & Horton, LLP; Cory Rush, Karczewski Bradshaw Spalding; Leticia McGowan, Dallas ISD; Sara Leon, Sara Leon & Assoc., LLC

Note: Newcomers to Title IX should watch this <u>webinar</u> presented by TASB Legal Services Attorney Sarah Orman. The recording is posted in TASB School Law eSource and will provide an overview of information about Title IX, the new regulations, and TASB policy resources.

Legal and Education Policy





#### **Cybersecurity: The Human Factor**

The human component in building a strong cybersecurity defense is more important now than ever. As we see social engineering and methods like "voice phishing" on the rise, it is imperative to understand the role humans play both in failing to stop such attacks and in successfully defending against them. This presentation aims to explore how attackers exploit human emotions and how staff can identify and prevent such attacks.

#### **Presenter:**

Lucas Anderson, TASB Risk Management
District Culture and Financial Operations

#### **HB 3: The Rise of Skywalker**

PowerPoint slides and Q&A topics will be used to discuss various improvements and remaining finance issues from House Bill (HB 3). The presentation will be divided into three areas and provide appropriate examples of the impact of the actions brought about with HB 3 and those actions still needed by the Legislature to ensure all children have access to fair, equitable, and adequate funding to meet their educational needs.

#### **Presenters:**

Ray Freeman, Adam Pierce, and Josh Sanderson, Equity Center

Legal and Education Policy

## Labor Market Data: Not Just for Economists Anymore

Are you interested in learning about industries, occupations, and skills in high demand across Texas? In this session, you will learn about the labor market trends and the resources available through the Texas Workforce Commission (TWC) to collect it. Also learn about TWC print resources and staff that can help with career readiness. Take advantage of these tools at no cost to you or your school.

#### **Presenter:**

Jonathan Butler, Texas Workforce Commission

District Culture and Financial Operations

### **Leadership Development Is Critical for the Future of Texas**

The superintendent panelists will each present their respective vision around leadership development as it affects their school districts and TALAS. The panel will present how school board members and superintendents can create a powerful platform to address the learning outcomes of Latino and non-Latino students by ii9 and supporting competent school leaders. A discussion with participants will enhance coordination of efforts with various organizations to validate needs and priorities.

#### **Presenters:**

Juan Cabrera, Superintendent, El Paso ISD; Xavier de la Torre, Superintendent, Ysleta ISD; Ricardo Lopez, Superintendent, Garland ISD; Martha Salazar-Zamora, Superintendent, Tomball ISD

Leadership Development

## Got a minute between sessions? **Visit the TASB Store online!**

Shop the TASB Store anytime at **store.tasb.org** to browse our selection of publications, apparel, and gift items to show your support of Texas public schools.

Email communications@tasb.org or call 800.580.8272, extension 3616, for more information.









#### **Personnel Issues during COVID-19**

Human resources professionals are managing numerous COVID-19-related issues to ensure employee safety and continuity of instruction. This session will help inform board members of the challenges facing HR and actions the board may need to take related to school closings, employee leave, staffing trends, grievances related to work arrangements, handling resignations, supporting employee mental health, and required reporting.

#### **Presenters:**

Amy Campbell and Karen Dooley, TASB HR Services

District Culture and Financial Operations

## The Board-Superintendent Relationship and Board-Community Relationship

The participants will be given myriad opportunities to examine different scenarios and decisions to differentiate between the complex and the complicated when it comes to decision making. Tools, strategies, and procedures will be shared to show how to build community trust with the board and community trust with the administration. Community trust is key to a successful board-superintendent relationship. We will embrace a new paradigm of community relations.

#### **Presenters:**

**Tami Keeling**, Trustee, and **Quintin Shepherd**, Superintendent, Victoria ISD

Governance and Board/Superintendent Relationships

## **Transgender Students and Rights in Schools**

Texas is home to thousands of transgender, nonbinary, and gender-diverse students,

and school districts large and small are facing questions on how to ensure safety and success for every student. This session will introduce school board members to key issues affecting transgender students and discuss trends in board policies across the state that impact students and their success in school.

#### **Presenters:**

Brian Klosterboer and TreShaun Pate, ACLU of Texas

Legal and Education Policy

This session offers school leaders the opportunity to hear perspectives from former students and an attorney for the American Civil Liberties Union (ACLU) Foundation. Attendees should anticipate hearing suggestions about how students who are transgender or express other gender identities should be served by the public schools. Please note that information shared in this session is not intended as legal advice. If you have questions following the session, we recommend that you contact your school attorney or TASB Legal Services.

### Trauma Informed School Practices: What Should You Know?

When educators are prepared to recognize and respond to those impacted by trauma, the need of students with situations that are out of their control will benefit. By creating a culture of understanding, the school will be better prepared to address the needs of children. This session will provide a primer on what educators should know as they begin to be trauma informed.

#### **Presenter:**

Karlyn Keller, TASB Student Solutions

Student Support and Vulnerable Populations

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2:30-2:45 p.m.

Dedicated Exhibit Hall Activities

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2:45-3:35 p.m.
Concurrent Sessions (Choose one.)

#### 1, 2, HB 3: How We Can Close the Third-Grade Reading Gap Now

Scientists know how our brains learn to read. But those insights are not part of most teacher preparation programs, setting elementary teachers up for failure. Tyler ISD has pushed ahead of House Bill (HB) 3 to help its teachers impart scientifically informed

reading instruction. Superintendent Marty Crawford, several staff members, and Ben Court from national education research firm EAB will share the scientific research on reading and proven practices to embed those insights into instruction.

#### **Presenters:**

Marty Crawford, Superintendent, Tyler ISD; Benjamin Court, EAB

Student Support and Vulnerable Populations

#### **Catching up with the Texas Legislature**

Learn about the various education policy conversations happening in and around the Capitol and how those discussions may affect legislation in the 87th Legislative Session. Presenters will provide an overview of issues to consider as the session approaches and

how to use that information to advocate on behalf of school districts and students.

#### **Presenters:**

Whitney Broughton, Dax Gonzalez, and Will Holleman, TASB Governmental Relations

Advocacy and Community Engagement

## Climate Transformation through a Culture of Connection

Participants will hear from district leaders who have leveraged innovative tools and approaches to enable their entire community, not just the loudest voices, to take ownership of district culture and direction. Topics covered will include cultural transformation, inclusion and equity, leadership empowerment, staff professional development, and community ownership. Attendees will use Thought-exchange to give real-time feedback and pose thoughts and questions to the presenters.

#### **Presenters:**

Cylynn Braswell, Administrator, Northwest ISD; Gerald Hudson, Superintendent, Cedar Hill ISD; Kelli Moulton, Superintendent, Galveston ISD; John Scroggie, Thoughtexchange

Leadership Development

## **Critical Communication Support** in Times of Crisis

How will your district handle critical communication during a crisis? The Texas School Public Relations Association and its statewide team of professionals is ready to serve as your communications first responders. Obtain the TSPRA Crisis Support Tip Sheet and meet several of the communications first responders who are available as a first line of



support to all districts in Texas. TSPRA is the choice for support for critical communications during a crisis.

#### **Presenters:**

Monica Faulkenberry, Northside ISD; Ian Halperin, Wylie ISD; Patti Pawlik-Perales, Alamo Heights ISD; Tim Savoy, Hays CISD Student Safety

## eXceptional Governance in Action for Student Success

Kerrville ISD has been on a journey the past four years, connecting board room learning and actions with student learning and experiences in the classroom. Through TASB's XG Board Development, the board united with the superintendent around strategic thinking and governance-level monitoring of student performance. Our strategic plan emerged out of that process and helps guide the district for ongoing improvement. Learn from our examples of focus, alignment, stretching, and tracking to see how intentional governance and leadership can make a difference for students.

#### **Presenters:**

Trustees Curtis Finley, Andree Hayes, Marty Lenard, Rolinda Schmidt, David Sprouse, Jack M. Stevens, Jr., and Michael Trackett; and Superintendent Mark Foust, Kerville ISD

Governance and Board/Superintendent Relationships

## How Can a District Create a Proactive Culture Concerning Mental Health?

An attorney, two mental health experts, and an executive director of safety and security will present the most recent statistics on the mental health of students and specific examples of how two districts are tackling the concerns. Senate Bill 11 will be discussed and the implications surrounding the mental health of students. A time of facilitated discussion will highlight specific tips and resources for participants.

#### **Presenters:**

Amanda Bigbee, Attorney, and Marcene Weatherall, Administrator, Keller ISD; Amy Grosso and Jeffrey Yarbrough, Administrators, Round Rock ISD

Student Safety

## How Did They Do That? Regional Collaboration Addressing Local Challenges

Locally elected trustees advocating for their district and students can play a vital role in the legislative process and impact the support coming into the classroom. This can be an arduous process if we are not connecting with those in our area, finding where we overlap, and unifying our efforts. Takeaways include reviewing a model in the Central Texas area, networking, and developing some key advocacy action items.

#### **Presenters:**

Central Texas School Board Association Members Trish Bode, Trustee, Leander ISD; John Havenstrite, Trustee, Eanes ISD; Renae Mitchell, Trustee, Pflugerville ISD; Ed Navarette, Florence ISD

Advocacy and Community Engagement

## Reporting Misconduct and the Do Not Hire Registry

Texas lawmakers continue to prioritize the safety and welfare of children by strengthening laws related to reporting misconduct of school employees. Even during school closures and remote instruction, these issues remain a priority. School districts must now use a Do Not Hire Registry during the hiring process and report misconduct of all school district employees. This presentation with experienced school lawyers from TASB and private practice will help you understand key processes to support student safety.

#### **Presenters:**

Jennifer Powell, Eichelbaum Wardell Hansen Powell & Munoz, PC; Leslie Story, TASB Legal Services

Legal and Education Policy

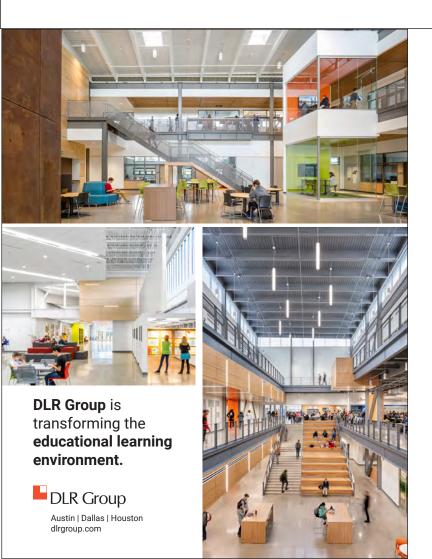


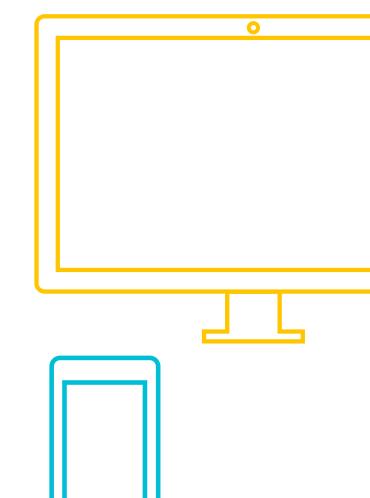




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## Teacher Incentive Allotment: Ideas for Getting Started

House Bill 3 included the local optional teacher designation system and the related teacher incentive allotment. Districts can develop a program to designate their high-performing teachers and the state will provide the district with an allotment for each designated teacher of between \$3,000 and \$32,000 per year. Learn more about the teacher incentive allotment and ideas for getting started developing a program in your district.

#### **Presenter:**

Amy Campbell, TASB HR Services

District Culture and Financial Operations

## Texas Public School Finance: Where from Here?

Participants will hear the latest news on school finance changes, learn about how their peers are implementing this landmark legislation, discuss implementation challenges, and consider potential legislative responses.

#### **Presenters:**

Amanda Brownson, Tracy Ginsburg, Janet Spurgin, and Karen Wilson, Texas Association of School Business Officials

District Culture and Financial Operations

## Women in Leadership: Encouragement for Today and Inspiration for Tomorrow

More women are running for office and achieving high levels of success; however, research indicates some women lack confidence and hesitate to speak up in meetings. In this workshop, hear strategies and tips to increase confidence and inspire

the young women in your sphere of influence. Topics include improving elevator speeches, campaigning effectively, finding voice, overcoming the balancing-act myth, and creating the climate for female leadership.

#### **Presenters:**

Faye Beaulieu, Trustee, Hurst-Euless-Bedford ISD; Barbara Burns, Trustee, Denton ISD; Cresland Fannin, Administrator, Manor ISD; Corrinne French, Trustee, Valley View ISD

Leadership Development

3:45 p.m.

**Superintendent of the Year (SOTY) Award Announcement** 

4-4:45 p.m.
Mike Morath,
Texas Education
Commissioner

TEA's Response to COVID-19



COVID-19 has created an unprecedented education disruption across the state with local school districts, policymakers, and other external stakeholders looking to TEA for guidance and support. Given the size of Texas, the pandemic has impacted the 1,200 public school districts across the state in various ways requiring TEA to provide increasing levels of support. Commissioner Morath will discuss how the agency continues to support Texas districts.

4:45-5:45 p.m. Networking

# SUPERINTENDENT OF THE YEAR \* 2020 S\*O\*T\*Y

**REGIONAL WINNERS** 

Marshall Scott III
Bay City ISD
Region 3

Danny Massey Brazosport ISD Region 4

Andrew Peters
Caldwell ISD
Region 6

**Jerry Gibson** Marshall ISD Region 7

**Greg Bower** Como-Pickton CISD Region 8

**Todd Wilson**Chillicothe ISD
Region 9

Marc Smith
Duncanville ISD
Region 10

David Edison
Aquilla ISD
Region 12

Roger Dees Giddings ISD Region 13

**Joe Young**Brownwood ISD
Region 15

Darryl Flusche Canyon ISD Region 16

**Juan Cabrera** El Paso ISD Region 19

Thomas Price Jr.
Boerne ISD
Region 20

SOTY candidates are chosen for their dedication to improving educational quality, board-superintendent relations, student achievement, and commitment to public support and involvement in education. Superintendents from any of the state's 1,024 school districts are eligible for nomination by their local boards of trustees. District nominees are submitted to a regional selection committee, which submits one nominee per region to the state selection committee. The 2020 Superintendent of the Year will be announced Thursday, October 1.

STATE FINALISTS



Jose Gonzalez McAllen ISD Region 1



Roland Hernandez Corpus Christi ISD Region 2



Michelle Barrow Newton ISD Region 5



Jamie Wilson Denton ISD Region 11



**Becky McCutchen** Alpine ISD Region 18



# ON-DEMANES BONUS CONTENT

Released Thursday 5 p.m.

Bonus Content will be available on demand beginning Thursday at 5 p.m. for attendees wanting to enrich their learning experience and extend their conference training.

Participants will earn .5 to 1 hour of credit for each session attended. These sessions will be available through November 1.

#### Easy, Effective Evaluations to Enhance Student Outcomes

Members of the Pflugerville ISD Teamof-Eight will share their best practice of purposefully evaluating themselves and the superintendent, which enhances communication, advocacy, accountability, focused vision, strategic planning, climate, and student outcomes. (.5 hour credit)

#### **Presenters:**

Vernagene Mott, Board President Mary Kimmins, Board Vice-President Tony Hanson, Board Secretary Douglas Killian, Superintendent Pflugerville ISD

Governance and Board-Superintendent Relationships

## Getting Your SPED Operating Procedures Ready

As part of TEA's Strategic Plan and Corrective Action Response, Texas school districts will be required to develop and publish special education operating procedures so that they are available to all key stakeholders. Making sure these procedures are legally compliant, understandable, and relatable to your school district requires a careful review of the laws and the specific implementation of these procedures. Thompson & Horton, LLP, attorney Dianna Bowen will provide the legal requirements and insight into the development and/or review of your district's special education procedures to assist you in meeting this TEA requirement. (1 hour credit)

#### **Presenters:**

Dianna Bowen, Thompson & Horton, LLP Karlyn Keller, TASB Student Solutions

Student Solutions and Vulnerable Populations

## Governance for Improved Student Learning (EISO/SB 1566)

Senate Bill 1566 highlighted the specific responsibility of school boards to provide oversight and strategic leadership regarding student academic achievement. Research on school governance identified specific

actions of school boards in high-performing districts that can help guide trustees in how to approach this essential work. This session equips trustees to develop a focus that keeps "the main thing" the main thing in their board's work. (This session will satisfy the biennial requirement for training on student achievement and accountability.)

#### **Presenters:**

Phil Gore, Orin Moore, and Susan Whisenant, TASB Board Development Services

Governance and Board-Superintendent Relationships



#### **Governance that Makes a Difference** for Improved Student Success

Leadership and governance may be two of the most important needs of our time. In periods of uncertainty, communities, families, students, and staff need all the stability we can provide. Learn more about what governance research suggests is most effective and recommit to leading with vision and collaboration for improving student achievement in your school district. Consider how teamwork and shared leadership can help you fulfill your vision for school board service. (.75 hour credit)

#### **Presenters:**

Samuel Bonsu, Administrator, Hurst-Euless-Bedford ISD

Angela Herron, Administrator, Grand Prairie ISD Powerful Moments that Defined Success: Audrey Young, Trustee, Apple Springs ISD, and Administrator, Nacogdoches ISD Phil Gore, TASB Board Development Services

Governance and Board-Superintendent Relationships

#### **Harness Your Fear to Make Things Happen**

Fear captures us all from time to time. District leaders, including board members, can be influenced by fear-fear of change, of angering the community served, of the unknown. Too often energy is given to living life to navigate away from that fear. Join me to discuss this journey we are on and how you can make fear push you to greater heights. (.5 hour credit)

#### **Presenter:**

Karlyn Keller, TASB Student Solutions Leadership Development



#### **Misconceptions about Hot Policy Topics**

Join a TASB Policy Service consultant in examining a few of the hot issues, misconceptions, and common questions board members and administrators have about district policies. Attendees will gain insight into some of the most important concepts addressed in the district's policy manual. (1 hour credit)

#### **Presenters:**

Carolyn Austin and Megan McGufficke, **TASB Policy Service** 

Legal and Education Policy



### **From the Facility Condition Assessment** to Post Occupancy

Hear Austin ISD district and school leadership share strategies that defined success. This session will reveal influential moments of the bond planning and design process for 21st century planning and design, and how a truly collaborative process between



key partners led to a community authored learning environment. Discussion will follow the path of a project case study from pre-bond planning lessons to the research, engagement, and implementation of a modern learning environment for a school in growing Austin. (1 hour credit)

#### **Presenters:**

Drew Johnson, Beth Wilson, and Eliza Loyola, Administrators, Austin ISD Taryn Kinney, DLR Group Kate Mraw, LPA

District Culture, Finance, and Operations



#### **Systemizing Student Voice**

North East ISD students are helping to inform district-level decisions through student voice groups at every high school. Participants should expect a robust conversation about student engagement from the perspectives of a superintendent, board president, school sponsor, and high school student. The session will cover how to systemize a student voice initiative and how to facilitate the conversation away from complaining toward continuous improvement. (.5 hour credit)

#### **Presenters:**

Shannon Grona and Sandy Hughey, Trustees Sean Maika, Superintendent North East ISD

Advocacy and Community Engagement



The interaction between HR staff and school board members should be more than just closed session discussions about employee relations issues. HR should be a strategic partner and support the district's mission and goals and impact student achievement. This session will explain what communication board members should expect from HR. (1 hour credit)

#### **Presenters:**

April Mabry and Karen Dooley, TASB HR Services

District Culture, Finance, and Operations



## What Is eXceptional Governance? How School Boards Make a Difference

Every school district–large and small, urban, suburban, and rural–face many different challenges, but one thing we all have in common is figuring out how to work well with our fellow board members and superintendents to provide the best possible education for our students. TASB's eXceptional Governance Project has been exploring how school boards can govern and lead in ways that improve achievement for all students while closing gaps. Consider how your district can benefit from the XG Project and how you might apply what we are learning about eXceptional Governance. (1 hour credit)

#### **Presenter:**

Phil Gore, TASB Board Development Services
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# FRIDAY, OCTOBER 2 ACTIVITIES

8-8:50 a.m. Concurrent Sessions

8-11 a.m. Exhibit Hall Open

9 a.m. Outstanding School Board Award Announcement

9:15-9:30 a.m. Intermission

9:30-10:20 a.m. Crowd-Sourced Facilitated Sessions

10:15-11 a.m. Exhibit Hall Closing

11:30 a.m.-noon Closing General Session: Cynthia Marshall

#### RELATED EVENTS —

Noon Texas Caucus of Black School Board Members

**Annual Meeting** *Zoom Meeting* 

1 p.m. Fast Growth School Coalition

**Zoom Meeting** 

1-4 p.m. Texas Association of Latino Administrators and

**Superintendents Executive Board Meeting** 

Zoom Meeting

# FRIDAY, OCTOBER 2

8-11 a.m. Exhibit Hall Open

8-8:50 a.m.
Concurrent Sessions (Choose one.)

## **Building a Pipeline of Future School Board Members and Community-Based Leaders**

Participants will hear directly from district leaders, formal and informal, about creating a unique opportunity to develop leadership among community members and creating a pipeline of informed, committed, and highly involved future school board members. Hippo Nation University (HNU) graduates will share their personal perspectives and experiences the program provided and, most importantly, how the experience broadened and deepened their understanding of their home school district.

#### **Presenters:**

Felix Chavez, HNU 2020 Participant; Terrance Owens, Trustee; Celina Thomas, Superintendent; Hutto ISD

Leadership Development

#### **Create Your Own Safety NETwork**

Clear Creek ISD created the Safety NETwork, a powerful and collaborative design to improve school safety. This network of school leaders, law enforcement, and counselors has led to an intentional focus on school safety from every aspect as well as policy and legislative changes. Session participants will learn how to expand public trust through effective communication, community engagement, and shared ownership of the safety of schools.

#### **Presenters:**

Paul McLarty, Brian Palazzi, Elaina Polsen, and Dana West, Administrators, Clear Creek ISD Student Safety

### Cyberbullying:

#### **A Culture of Connected Disconnections**

Social media, text messaging, and other electronic connections between people make life more convenient, and even entertaining, when used in positive ways. However, this connectivity can create disconnections among students in the form of cyberbullying. So, what does cyberbullying look like? When does it become a school issue? Who is responsible for taking action and how? Get the answers to common cyberbullying

0

questions through realistic scenarios and an interactive discussion.

#### **Presenter:**

Charlie Searcy, TASB Risk Management Student Safety

# Improving District Stability and Board Governance through the Superintendent Contract

Studies of student outcomes credit district leadership stability in improving student performance. Commitment to board goals is critical to driving student success and the superintendent's contract can be structured to help provide the stability needed to stay the course. It can also be used to better define roles and responsibilities to ensure good board governance and make your district an attractive place to be a superintendent.

#### **Presenters:**

Cory Hartsfield, Adams, Lynch & Loftin, PC; Mason Moses and Chris Jamail, TCG Advisors

Governance and Board/Superintendent Relationships

## Internal Audit: Proactive Growth through Introspective Analysis

A steadfast commitment to providing an educational system that inspires and equips all students to pursue futures beyond what they can imagine requires periods of reflection. Through internal audits, Fort Bend (FB) ISD monitors, analyzes, and revises processes and practices to allow for improvements to be conceived and implemented. As a leader of innovation in education, FBISD uses internal audits as an essential asset to drive success across the district.

#### **Presenters:**

Jason Burdine, Grayle James, and Kristin Tassin, Trustees, Fort Bend ISD; Greg Gibson, Gibson Consulting

Leadership Development

#### **Legal Update**

Are you ready for a legal presentation that is informative and fun? Then you'll love our Legal Update! For more than 20 years, TASB attorneys have gotten all dressed up to highlight recent developments related to public school governance, personnel, purchasing, student issues, and more. This year we are bringing the show to YOU on the small screen. Nothing can stop us from making sure you get your school law news!

#### **Presenters:**

Joy Baskin and TASB Legal Services Attorneys

Legal and Education Policy

## Priorities-Based Budgeting: Do You Really Need Money for That?

Follow one district's implementation of priorities-based budgeting and learn how small changes in the budget process can break down barriers and create financial ownership outside the business office. Get the tools to help your district develop a budget using objective prioritization of needs and collective decision making.

#### **Presenter:**

Kimberly Smith, Administrator, Frisco ISD District Culture and Financial Operations

#### **The Superintendent Search Process**

TASB Executive Search Services staff will present the elements of the search process, what to expect if doing the search internally or the advantages of using an external consultant, board members' perspectives about the process, and how to manage expectations.

#### **Presenters:**

Butch Felkner, Marian Strauss, and Cristina McKee, TASB Executive Search Services

Governance and Board/Superintendent Relationships

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## 9 a.m. Honor Board Award Announcement

• • • •

9:15-9:30 a.m. Intermission

• • • •

9:30-10:15 a.m.
Crowd-Sourced Facilitated Sessions

• • • •

10:15-11 a.m. Exhibit Hall Closing

## 11 a.m.-noon Closing General Session:

## CYNTHIA "CYNT" MARSHALL, Dallas Mavericks CEO

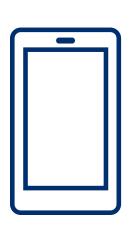
Cynt Marshall has been a dynamic force for inclusion and diversity within the

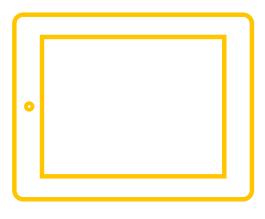


Dallas Mavericks organization and during her 36-year career at AT&T. Hired as the new CEO in March 2018, Marshall's vision for the Mavericks organization was to become the NBA standard for inclusion and diversity, bringing transparency, trust, and her values-based leadership style that evolved the company culture in her first 100 days.

Prior to joining the Mavericks, she founded Marshalling Resources, a consulting firm specializing in leadership, diversity and inclusion, culture transformation, and overall optimization of people resources.

As senior vice-president of human resources and chief diversity officer at AT&T, she led the team that created a world-class diversity and inclusion culture, landing AT&T in the top three on Diversity Inc.'s 2017 Top 50 list of companies.





### 2020 TASA School Board Awards I

Fourteen boards of trustees from across the state were selected by their regions as nominees for the 2020 TASA School Board Awards. Five were chosen by TASA's School Board Awards Committee to be recognized as Honor Boards. Those finalists will be interviewed prior to the TASA|TASB Convention, and one will be named Outstanding School Board of the Year on Friday!

#### **Texas Honor Boards**

The five boards selected as finalists for Outstanding Board:



#### **Hurst-Euless-Bedford ISD**

Front: Dawn Jordan-Wells, trustee; Fred Campos, trustee; Rochelle Ross, secretary. Back: Faye Beaulieu, trustee; Andy Cargile, trustee; Steve Chapman, superintendent; Matt Romero, vice president; Julie Cole, president.



Front: Eddie Rose, secretary; Kevin Carbó, vice president; Elaine Whitlock, president; Dr. David Vroonland, superintendent. Back: Gary Bingham, trustee; Robert Seward, trustee; Archimedes Faulkner, trustee; Greg Everett, trustee.



#### **Sheldon ISD**

Front: Angela Cormier, board secretary; Latricia Archie, board president; Eileen Palmer, board vice president. Back: Fred Rivas, trustee; Devora Myles, trustee; Dr. King Davis, superintendent; Erika Martinez, trustee; Ken Coleman, trustee.



#### **Temple ISD**

Dr. Sandyha Sanghi, trustee; Linell Davis, trustee; Shannon Gowan, trustee; Dr. Bobby Ott, Supt., Dan Posey, president; Ronnie Gaines, vice president; Shannon Myers, trustee; Virginia Suarez, secretary.



#### Tornillo ISD

Front: Maria Saldana, vice president; Rosy Vega-Barrio, superintendent; Marlene Bullard, president. Middle: Ofelia Bosquez, secretary; Sally Upchurch, trustee. Back: Enrique Vega, trustee; Hector Lopez, trustee; Daniel Dozal, trustee.

#### Regional Honor Boards

On Friday TASA will also recognize the other nine boards nominated by their regions for their commitment and service to Texas public school students:

Region 1: McAllen ISD | Region 3: Calhoun County ISD | Region 5: Vidor ISD | Region 7: Whitehouse ISD | Region 9: Throckmorton Collegiate ISD | Region 13: Pflugerville ISD | Region 15: San Angelo ISD | Region 16: Dumas ISD | Region 19: San Elizario ISD

Exhibitor list organized by category is available by clicking on the Exhibit Hall tab.

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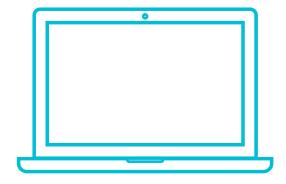
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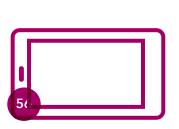
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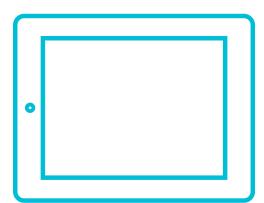
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## TEXBUY PURCHASING COOPERATIVE/REGION 16 ESC

TexBuy has great contacts and an excellent rebate program.

texbuy.net

808-677-5040

**District Services** 

## THE TEXAS SCHOOL PUBLIC RELATIONS ASSOCIATION (TSPRA)

The Texas School Public Relations Association is a professional organization whose members are dedicated to improving public education in Texas.

tspra.org

512-474-9107

Association/Public Service Organization

#### **THOUGHTEXCHANGE**

Thoughtexchange's software allows you to quickly consult the people most affected by your decisions—whether it's a group of 10 or 10,000.

thoughtexchange.com

800-361-9027

Other

## TIPS - THE INTERLOCAL PURCHASING SYSTEM

TIPS is a leading national purchasing cooperative "Purchasing Made Personal".

tips-usa.com

866-839-8477

**District Services** 

#### **TTU K-12**

Online, accredited full-time and supplemental courses and CDE's, anywhere at anytime

k12.ttu.edu

806-834-5758

**Curriculum Resources** 

## WALSH GALLEGOS TREVIÑO RUSSO AND KYLE P.C

Legal services for school districts and other governmental entities.

walshqallegos.com

512-454-6864

**Legal Services** 

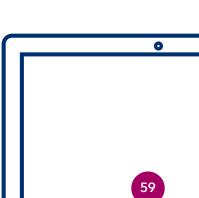
#### WRA ARCHITECTS

K-12 Architecture

wraarchitects.com

214-750-0077

**Building and Facilities** 





The TASA | TASB Exhibit of School Architecture showcases new and renovated Texas schools and celebrates excellence in planning and design of the learning environment. Projects are awarded Stars of Distinction for excellence in one or more areas of distinction (design, value, sustainability, community, planning, and school transformation.)

Learn more about the nominated projects at texasschoolarchitecture.org.

2020-21

District	School or Facility	Architect Firm	D	٧	S	С	Р	ST
Allen ISD	Allen STEAM Center	VLK Architects	✓	1	<b>✓</b>	/	<b>√</b>	/
Allen ISD	Marion Elementary School	Corgan						
Argyle ISD	Argyle West Elementary School	Corgan						
Austin ISD	Menchaca Elementary School	LPA					/	
Belton ISD	Charter Oak Elementary School	O'Connell Robertson						
Boerne ISD	Dr. Ferdinand L. Herff Elementary School	Pfluger Architects						
Boerne ISD	Van Raub Elementary School	LPA						
Clear Creek ISD	Clear Lake High School	РВК						
College of the Mainland	College of the Mainland Student Center	РВК						
Comal ISD	Danville Middle School	O'Connell Robertson					/	
Coppell ISD	Canyon Ranch Elementary School	Corgan						
Crowley ISD	June Davis Elementary School	VLK Architects						
Cypress-Fairbanks ISD	Leonard Brautigam Center	РВК					/	/
Dallas ISD	Woodrow Wilson High School   Phase II	BRW Architects				/	/	/
East Central ISD	East Central High School Performing Arts Center	LPA					<b>√</b>	/
East Central ISD	Tradition Elementary School	LPA						
El Paso Community College	Architectural Design Building	Alvidrez Architecture Inc.						
ESC Region 10	ESC Region 10	VLK Architects						/
Fort Bend ISD	James Reese Career and Technical Center	Stantec	✓	1		<b>✓</b>	/	
Fredericksburg ISD	Fredericksburg High School Additions & Renovations	Pfluger Architects		/				
Galena Park ISD	Cloverleaf Elementary School	IBI Group, Inc.						Г
Galena Park ISD	Galena Park Elementary School	РВК				<b>√</b>		
Georgetown ISD	Tippit Middle School	Huckabee	/			/	/	/
Grapevine-Colleyville ISD	Cannon Elementary School	Huckabee						/
Hays CISD	Johnson High School	Stantec						
Highland Park ISD	MAPS at Highland Park High School	Stantec					/	

District	School or Facility	Architect Firm	D	٧	S	С	Р	ST
Houston ISD	James Madison High School	Huitt-Zollars						
Houston ISD	Northside High School Addition and Renovations	IBI Group, Inc.				/	<b>√</b>	
Houston ISD	Sam Houston Math, Science, and Technology Center High School	Stantec		<b>✓</b>		<b>V</b>	<b>√</b>	/
Jacksonville ISD	Tomato Bowl	Claycomb Associates, Architects				<b>✓</b>		
Lubbock-Cooper ISD	East Elementary School	Parkhill, Smith & Cooper, Inc						/
Mesquite ISD	John Horn High School, Commons Addition	WRA Architects						
Mesquite ISD	Professional Development Center	WRA Architects						
Northwest ISD	Byron Nelson High School	Glenn Partners						
Northwest ISD	Lance Thompson Elementary School	Huckabee	/	<b>✓</b>	1		<b>√</b>	/
Port Arthur ISD	Sam Houston Elementary School	HarrisonKornberg Architects						
Princeton ISD	Dorothy Lowe Elementary School	Claycomb Associates, Architects						
Princeton ISD	Southard Middle School	Claycomb Associates, Architects						
Richardson ISD	Berkner High School STEM Exploration Center	Perkins and Will		<b>✓</b>		<b>✓</b>	<b>√</b>	/
Richardson ISD	JJ Pearce High School	Glenn Partners						
San Marcos CISD	Rodriguez Elementary School	Perkins and Will	/	<b>✓</b>				
Santa Fe ISD	Barnett Elementary School	cre8	<b>/</b>			<b>✓</b>		
Sheldon ISD	Sheldon Lake Elementary School	Stantec	/					
Sunnyvale ISD	Sunnyvale Intermediate School	WRA Architects					<b>√</b>	/
Temple ISD	Thornton Elementary School	Stantec		<b>✓</b>	<b>√</b>			
Texas State Technical College	Texas State Technical College	РВК				<b>✓</b>		
United ISD	J.B. Alexander High School 9th Grade Center	Pfluger Architects						
Ysleta ISD	Bel Air High School	Alvidrez Architecture Inc.						



## TASB proudly endorses













## **NOTES**



## FUTURE DATES

September 24–26, 2021 • Dallas

September 23–25, 2022 • San Antonio

September 29-October 1, 2023 • Dallas

September 27–29, 2024 • San Antonio

tasa.tasb.org